

UTILIZATION OF MICROBLOGGING THROUGH THE INSTAGRAM APPLICATION FOR STUDENTS

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Abstract: The Instagram application is part of social media that is part of life in society, even many Instagram users are among students. With Instagram makes everyone communicate with each other and share information. This study aims to determine and obtain information on the use of microblogging in the Instagram application on student learning outcomes. The research subjects used were students of the Faculty of Islamic Religion, the Faculty of Teacher Training and the Faculty of Engineering at the Universitas Muhammadiyah Sumatera Utara. This study uses an exploratory qualitative method with an inductive approach. Researchers deliberately chose 5 people as respondents consisting of 5 students. To maintain the confidentiality of the respondents, the researcher gave the names of the informants R-1, R-2, R-3, R-4, and R-5. The questions compiled by the researcher were carried out in a structured manner and were linked and developed with the related literature. The results of this study include: First, students who use Instagram then use microblogging when making assignments from lecturers easier in explaining lecture material with creativity. Second, it is very necessary to create microblogging with creativity and give awards to students. Third, it is very useful so that students can explain lecture material with microblogging to others.

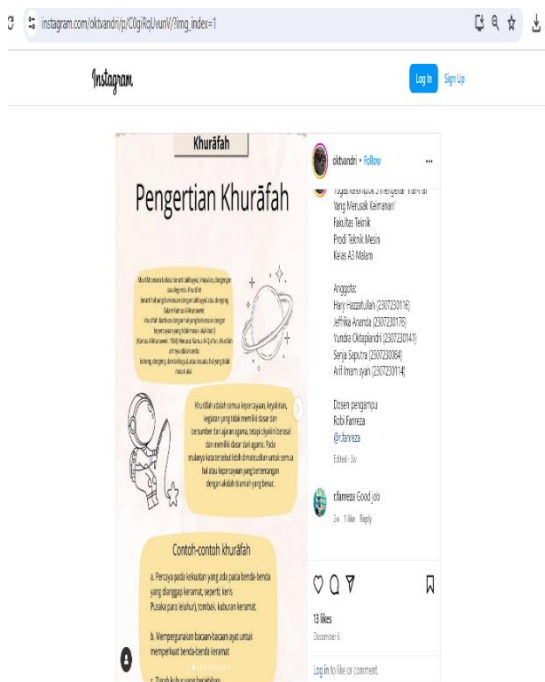
Keywords: Utilization, microblogging and instagram.

Introduction

Moment This Still during the Covid 19 (Nur Rahmah Amini, 2024) (Robie Fanreza, 2024) (Zulkarnein Lubis, Robie Fanreza, 2020) and the pandemic is not over yet end so must still make an effort tighten or comply protocol health. Already almost two year We life side by side with the covid 19 pandemic then various type method efforts made among them with guard immunity , exercise , eating with adequate nutrition as well as injected vaccine One And two . So big the impact felt or caused by by the covid 19 pandemic for example just impact on economy, business or trade, even on education is also required and done in a way in Internet Network. learning process carried out in internet network of course become solution in prevent spread of the corona virus.

However Also moment carry out the learning process in a way in internet network appears a number of problems faced among them weak internet network even on area remote even No own internet network, media devices that are not standard in the learning process in network like mobile phone or laptop, not yet Again problem expensive data or internet packages so that circles

economy intermediate to lower experience difficulty for buy it, etc. On is A little from problems faced in implementation learning through internet network. Then No A little for educator or even teachers lecturer No control about technology information And communication. So that need long time in master it And make learning become No interesting attention on participant didik . Found Also for some educator No maximum in utilizing social media as a learning medium (Gunawan & Fanreza, 2020) (Nurzannah et al., 2019) (Hasanuddin & Ginting, 2020) (robie fanreza, 2024) (Mutiah, 2024) to participant educate. Even though Lots features on social media that can utilized and very effective in carry out the learning process in a way in Internet Network. Among them there are popular social media used by public namely instagram.



Instagram (Rudi Susilana & Cepi Riyana, 2009) (Robie Fanreza, 2024) (Hartanto et al., 2013) abbreviated IG or Insta that is application share Photo and videos that allow user take photos, take videos, apply digital filters, and share it to various service Network social, including owned by Instagram alone. One unique features on Instagram is cut Photo become form square, so that seen like results camera Kodak instamatic And polaroid. This is different with ratio aspect 4: 3 or 16 : 9 are common used by camera on device move . On Instagram can use as a learning medium for educator And participant educate. Among them with using microblogging namely making content that contains information short about a topic, which contains writing like a blog in form short (Robie Fanreza Matrisnya Hermita, Farida, 2020) (Budi Ramadhani, 2013) (Media, 1994) (Juli Maini Sitepu, 2016).

Method

Exploratory qualitative methods (J. W. Creswell, 2017) (Bogdan, 1973) (Moleong, 2001) aiming deepen knowledge, too make an effort in looking for new ideas about a or a number of symptom certain, describing phenomenon social, then explain how the process occurs a phenomenon social For quick formulate problem in a way more detailed or develop hypothesis No test hypothesis . This study uses an exploratory qualitative method with an inductive approach. Researchers deliberately set And selecting 5 people to be respondents consisting of 5 students from the Faculty of Islamic Religion, Faculty of teaching knowledge education And faculty engineering at the University Muhammadiyah Sumatera Utara in the fourth semester .

Then the researcher make sheet question to students. Then student will given a number of question related to social media (Rafi Saumi Rustian, 2012) (Evans & Saker, 2017) (maxmanroe.com, 2014) (Evans & Saker, 2017), Instagram, microblogging and create microblogging in to finish the task given on Al-Islam courses and Muhammadiyah with material background behind the founding Muhammadiyah [8][9]. Researcher In order to maintain the confidentiality of students as respondents, the names of the students who are informants are given as follows: R- 1, R -2, R -3, R- 4, and R -5. The questions asked in a way structured through google form submitted to whatsapp group and private message or network personal. Then will create questions that are structured and connected with Al-Islam material and Muhammadiyah and developed with related literature.

Result and Discussion

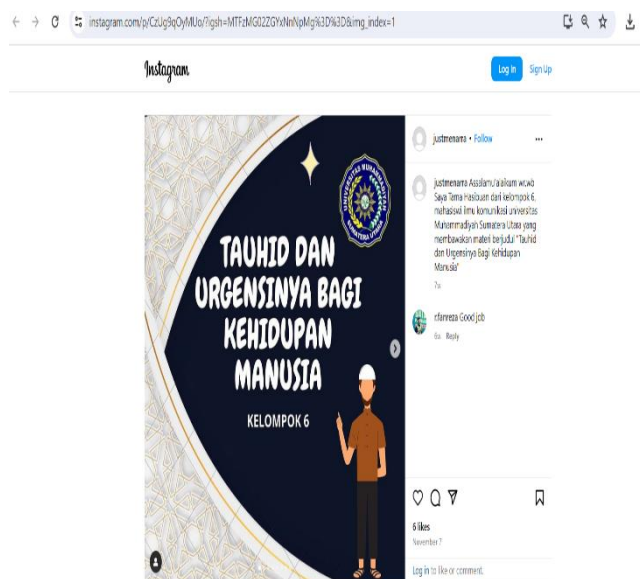
Objective from study This is for to obtain information about benefit using microblogging through social media applications Instagram on students. Results study This in the form of statements made by the respondents through list Question. Statement This is proof the field felt by Respondent related research. The following a number of excerpt results statement made researcher through google form with respondents, as following:

Answer R 1: "social media that is always?"

I use is facebook , twitter , instagram , telegram, youtube , twitter ” . Answer R 2: " As for the social media that I use, use daily is WhatsApp, Facebook, Instagram, YouTube, etc. " Answer R 3 : " if on mobile phone I am the one who exists That application WhatsApp , YouTube , Instagram , Telegram, Facebook , Twitter , etc. Answer R 4: " if I often use WhatsApp, Telegram, Twitter, Facebook, YouTube, TikTok , Snack Video, etc. " Answer R 5: " Once use YouTube , Twitter , Facebook , Instagram , etc. "

What opinion you about Instagram?

Answer R 1: “No. few people admit that they get various information news latest from social media Instagram. Besides Can used for have fun, user active Instagram Also often share various information latest. This is on basically of course done in order to get good response for every posted image Good in like or form comment ”.



Answer R 2: " With using social media Instagram, we Can do photo editing on the image that will be posted. Because, there is various filter feature on Instagram that is capable optimize picture for hashtags so that Can grouped based on the theme used. The existence of feature the create social media This very liked by practitioners And Also connoisseur photography”.

Answer R 3: “ Social media based on picture and short videos This very effective For interesting attention of its users with use picture and unique videos . Unique pictures and interesting uploaded on Instagram Can pamper the eyes of the users Instagram so that they Can lingering look various picture and the video there”

Answer R 4: " for celebrate events important, share moment everyday, connected with Friend And family, building community and meet with people who have hobby and same interests”.

Answer R 5: " For sale yeah mainly, besides That Can Look development world Also ”.

What are you, brother? And know microblogging?

Answer R 1: " often used in explain material or creative explanation with short with scroll to right”.

Answer R 2: " appearance explanation the material created with summary then uploaded and many people see ”.

Answer R 3: “Microblogging is combination from blogging And instant message (message) instant) which allows user For make message short For posted And shared to audience online” . Answer R

4: “make message or material even can be used for promote something to others with concise”.

Answer R 5: “I really need it time for write or unite content for long blog posts. With microblogging, on the other hand other, you can post something new that only need a number of second for write or develop it”.

Conclusion

The results of this study include: First, students who use Instagram then use microblogging when making assignments from lecturers are easier in explaining lecture materials with creativity. Second, it is very necessary to create microblogging with creativity and give awards to students. Third, it is very useful so that students can explain lecture materials with microblogging to others.

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